

Communication for Excellence

Do less and achieve more Who wouldn't want that?!

“I learned how to break out of old patterns and started believing in myself. The power of the training lies in its simplicity. Fantastic!”

— *Frank Scheepers*, Technical Support Manager,
Siemens Nederland NV

how
company

Your thinking influences your choices, and therefore your results.

Who of us doesn't want to increase our results and become more successful? All too often we try to achieve that by working the same way, only harder. Significantly improving your results never involves working harder, but changing the day-to-day choices you make.

How can I possibly perform better? I am already working hard.

Employers are placing ever-greater demands on their employees. They demand increased productivity, greater customer focus, better sales results and expansion of responsibilities. All these factors combine to increase workload. This can lead to frustration, which can in turn give rise to tension and conflicts. A lot of employees do not have a clear sense of what is required to improve their

performance, or are unable to respond flexibly to rapidly changing working conditions. Far from experiencing the resilience and drive of their own personal leadership, many find themselves surviving the circumstances rather than shaping and steering them. Communication for Excellence has been especially developed for employees and managers who want to perform at their very best in highly demanding working environments. Participants learn how to unlock and tap into their own unique talents and potential, enabling them to maximize their performance.

Ever wondered what your authentic personal leadership feels like?

A lot of (professional) people consciously or unconsciously adopt certain attitudes and behaviors they think they need in order to create results. It is a gentle and often very understandable form of pretense. This pretense is not only exhausting however; it kills creativity and intuition and can create distance in relation to others. Successful people don't pretend; they are authentic and open, which leaves them more energetic, gives them more personal presence and makes them more able to connect with others. In the Communication for Excellence you will discover your own authentic form of personal leadership and start trusting it enough to make pretending a thing of the past.

A phased approach

What is keeping you from achieving what you really want in your (professional) life? Do you know what you really want and what you stand for? Being a leader in your life is about getting clear what really matters to you, believing in it, and going for it. It's also about recognizing and tapping into the authentic power that you already have in you, but which has been covered over by your thinking without you even realizing it. Clear and honest feedback is an important part of any organization. Improvement is only possible when issues are aired and people have a clear sense of their own role in those issues, and of their place in the overall vision of the company.

With this in mind the Communication for Excellence has a phased structure covering three steps:

1. Your communication with yourself and what you can learn about it from how you handled past events and experiences.
2. Your communication with others: your ability to create great relationships.
3. Developing Excellence in life.



1. Your communication with yourself and what you can learn from how you handled past events and experiences

We all strive to avoid mistakes or misunderstandings. Unfortunately, we find it difficult to change old patterns of behavior, even when we know they have a detrimental effect on our relationships with colleagues and business partners. In order to correct our own behavior, we first need to get

to the root cause, which lies in the thoughts, convictions and emotions that have been influencing our actions. Some of these thoughts and convictions we are aware of, many not. In this training program participants go on a journey through the thoughts and beliefs behind their behavior and increase both their alertness to them and their ability to steer them. This significantly increases their “emotional intelligence” which will fuel their future success.

2. Your communication with others: your ability to create great relationships

No matter how great your plans, some colleagues may refuse to go along with them, not without a ‘fight’ in any case. No matter how good your intentions, they may meet with resistance. The extent to which you will achieve goals is dependent on how good you are at creating cooperation, partnership and great relationships. This is only possible when you are able to get others to understand you the

way you intend them to. Inability to do this can lead to disappointing results. Ninety percent of tensions and issues between colleagues are due to the fact that people have different styles of communication. By learning to recognize these different styles and consciously use them, you will be better equipped to deploy your talents to optimum effect.

3. Developing Excellence in life

We all make plans, both in business and in our private lives. So how come the results are often disappointing? Why is everything more complicated and cumbersome in practice than expected? This is usually because the plan of action is either absent, or not designed for you to express your personal leadership. Plans that express who we are and what we stand for engage us as complete human beings, not only intellectually but also emotionally. When properly designed, a good plan generates qualities such as focus, determination, drive, flexibility and many more. Personal leadership starts with being creative. Without the ability to follow through and turn creative ideas into action, people remain dependent on others and stay a victim of their circumstances. During the training, each participant is asked to draw up his own plan and commit to it. The plan is highly practical and can be put into practice immediately. This part of the program is designed to ensure that participants discover and express their specific qualities and talents.

Working Method: Learning By doing

How Company works with the so-called ‘experiential learning’ approach. This method enables people to translate theory into practice immediately and ensures that the acquired knowledge and experiences have a long-lasting effect. Every program goes into each participant’s own practical situation and specific issues he or she experiences. The program is firmly rooted in the reality that each of us is 100% responsible for the results in our life. The approach is result-oriented and pragmatic and revolves around the central question: what am I going to do to solve what is not working and create what I want? The How Company trainers are very experienced in creating a training environment that is both safe and challenging, and in which participants feel comfortable to express

themselves fully. The unique How Company approach, which combines strategic frameworks with human and practical aspects, takes the concept of result-oriented management to a whole new level.

Highlights Communication for Excellence

- You will feel more confident and less under pressure.
- Your ability to present, negotiate and create cooperation will improve significantly.
- Both privately and professionally you will be more alert to what others need from you for you both to reach mutual goals.
- Both your short-term and long-term effectiveness will be higher.
- You will be more alert and relaxed under pressure, and more able to handle challenges and turn them into opportunities.
- Your energy, power, optimism and drive will be higher.
- You will be more inspiring to others, and more confident about motivating others.
- Your ability to learn will be significantly higher, as will your ability to translate every experience into fuel for your own growth.
- You will have more influence on the developments around you, and your awareness of your influence will be greater.

Visit our website for more practical information about this programme. www.howcompany.nl